

TO: John Buehler/Patrick Venetucci

DATE: October 7, 1994

FROM: G. D'Alessandro *GD*

SUBJECT: **Slims 1/15 Spring V-Wear FSI-Creative Brief**

**Background**

In February 1995, Slims will introduce the V-Wear Spring collection "Turn-up The Brights" through an integrated marketing plan. Below is the creative specifications for the FSI.

**Objectives**

- Maintain current Virginia Slims franchise.
- Incent trial/repeat purchase among key competitive smokers.

**Strategy/Tactics:**

The V-Wear Spring FSI will leverage on the highly redeemed Superbowl issue (approx. 20% higher), to offer consumers details on the upcoming V-Wear catalogue and to deliver coupons, which would vary in value in accordance to Slims' strength grit.

- **Strong:** Slims SDI > 100 and share trending higher than national.
- **Threat:** Slims SDI > 100 and share trending lower than national.
- **Opportunity:** Slims SDI = 90 - 100 and share trending higher than national.
- **Weak:** Slims SDI = 90 - 100 and share trending lower than national.

**Markets:**

**STRONG**

**THREAT**

**OPPORTUNITY**

**WEAK**

3G0 NEW ORLEANS  
3E0 JACKSON  
2J0 ATLANTA  
4L0 CHICAGO  
2K0 BIRMINGHAM  
3R0 WACO/ TEMPLE  
2P0 TAMPA  
2M0 JACKSONVILLE  
2F0 COLUMBIA  
2H0 KNOXVILLE  
2N0 PENSACOLA  
2A0 BALTIMORE  
3D0 MEMPHIS  
2Q0 MIAMI  
4M0 PEORIA  
4H0 TOLEDO  
2E0 CHARLOTTE  
4G0 GRAND RAPIDS  
3M0 OKLAHOMA CITY

5K0 HAWAII  
3H0 LAKE CHARLES  
4F0 DETROIT  
4A0 PITTSBURGH  
3Q0 HOUSTON  
3N0 DALLAS/ FT. WORTH  
2B0 WASHINGTON  
2G0 GREENVILLE  
2C0 RICHMOND  
5L0 LOS ANGELES  
1H0 NEW YORK  
3F0 LITTLE ROCK  
2L0 SAVANNAH

2D0 RALEIGH/ DURHAM  
3O0 MIDLAND  
5J0 FRESNO  
5E0 DENVER  
2O0 ORLANDO  
2I0 NASHVILLE  
5M0 SAN DIEGO  
1I0 PHILADELPHIA  
3A0 ST. LOUIS  
5H0 SACRAMENTO  
1C0 HARTFORD  
1J0 HARRISBURG  
5I0 SAN FRANCISCO

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**Elements:**

- **FSI Ad**- The format of this FSI will be single page (7 3/4" X 10 1/2").

800 #: 1-800-577-8777 for V-Wear catalogue

Coupons:	<u>Value</u>	<u>Expiration Date</u>
Strong	\$1.00 off ctn/4 pck	3/31/95
Threat	\$2.00 off ctn/4 pck	3/31/95
Opportunity	B2G1F pack	3/31/95
Weak	B1G1F pack	3/31/95

- **Trade Brochure\***- A section of the a trade brochure catalogue will be available for V.S. product shot. Quantity-5,000  
Four-color film separations of product shot: 3 1/2" X 3 1/2" = product shot live area.
- **Shelf talker\***- 10,000 customized POS will be available at no cost.  
Four-color film separations of product shot: 3 1/2" X 3 1/2" = product shot live area.  
\*Waiting for legal approval

**Execution Guidelines**

Through Slims' branding and imagery, using the "Turn-up The Brights" theme, create a single page FSI primary giving details on obtaining a V-Wear catalogue and offering coupon .

**Production Timing/Mailing:**

Soot	10/2-10/5
Comp to PM	w/o 10/17
Comp approved	w/o 10/17
A&K Due	w/o 10/31
A&K Approved	w/o 10/31
Trade . & POS product shot *	w/o 10/31
Proof to PM	w/o 11/21
Proof Approved	w/o 11/21
Film Due (Extension)	11/25
Drop	1/15/95

cc: B. Ferrin  
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